

Identifying the Fertility Window

Numerous studies have indicated that fertility can be optimized and the time to conception shortened with correct timing of sexual relations. Proper timing may reduce the time to conception from 6 months to just 1 month for 75% of women. In general, if a woman has a 28-day cycle, ovulation will occur 14 days after the start of her menses. However, menstrual cycles may vary from one individual to the next, so it is beneficial for each woman to determine her own date of ovulation. Pregnancy is possible if intercourse occurs during the 4 to 5 days before and the day of ovulation. This critical period is known as the fertile window. Traditionally, many have assumed that both sperm and eggs remain viable for 2 days so that pregnancy was possible with intercourse anytime around ovulation. However, recent data indicate that sperm can remain in the female reproductive tract for several days and pregnancy can occur even if intercourse occurs 4 or 5 days before ovulation. Conversely, the egg is viable for only 12 – 24 hours and the chances of pregnancy are slim if the sperm arrive even just one day after ovulation. Therefore, identification of the 5 – 6 days a month when intercourse can result in a pregnancy, the fertility window, is crucial.

Older methods of fertility testing (temperature charting or urine testing) rely on the surge in hormones (LH and/or estradiol) that precedes ovulation. However, these older modalities typically only give a couple 12 – 24 hours notice of the impending ovulation and many women express frustration with using or interpreting these methods. False positive results may occur in up to 10% of women and more frequently with certain conditions such as PCOS or if done too early after taking clomiphene citrate (clomid, serophene). In addition, up to 1 in 3 women may miss their LH surge or ovulation when using urine kits. Many experts feel that basal body temperature charting is the least accurate and often not a useful method of detecting ovulation. The lowest temperature and subsequent rise may occur as late as 4 days after ovulation when there is no potential for pregnancy. The OV-Watch™ represents a tremendous advance in accuracy, ease of use and interpretation for women seeking pregnancy.

Wear while you Sleep

The OV-Watch™ is a lightweight biosensor and microprocessor worn only at night beginning at the start of menses. The watch records data every 30 minutes on the changes in sodium chloride ions that are secreted in perspiration. A minimum of 12 readings or 6 hours is required for the watch to accurately identify the fertile window. Each morning the watch indicates the fertility status in plain English: not fertile; fertile day 1,2,3,4; day of ovulation; less fertile. The majority of women will receive 5 days notice of the impending ovulation.

Scientific Basis for OV-Watch™

Researchers in the late 50s and early 60s noted that numerous salts (chloride, sodium, potassium) in a woman's sweat fluctuated in relation to the menstrual cycle. Chloride

levels are low at the start of the menses and peak three times during the cycle. The OV-Watch™ establishes a baseline for each woman and then accurately predicts ovulation based on the timing of the first peak. During the clinical trials for FDA approval, Dr. Arthur Haney at Duke University noted that approximately 3 out of 4 women received the full 5 day notice of ovulation while only 1 in 6 women were given more than 12 to 36 hours notice with urine tests or LH kits. The OV-Watch™ detects the chloride surge 3 days prior to the estrogen surge, 4 days prior to the LH surge and 5 days prior to ovulation. Six times more women identify the full fertility window using OV-Watch™ compared to urine LH testing.

Shorter Time to Conception

Delays in fertility or difficulty achieving a pregnancy can result in tremendous stress for many couples. In addition, evaluation and treatment by a fertility specialist is often expensive and increases a couple's chances of having multiple pregnancies with a myriad of associated complications. Use of the OV-Watch™ reduces the stress of many couples by shortening the time to conception. In addition, identification of the entire fertile window affords the couple greater opportunity for intercourse, further reducing their stress and the impact on their busy schedules. Finally, in a head to head comparison, using OV-Watch™ versus urine LH test kits for only 6 months has been estimated to increase the pregnancy rate by two thirds.